

**CONTRACT**

**WLKY-TV**  
**1918 Mellwood Ave.**  
**Louisville, KY 40206**  
**(502)893-3671**

www.wlky.com

And:

**Pro Active Media**  
**Attention: Larry O'Bryan**  
**2129 Strathmoor Blvd.**  
**Louisville, KY 40205**

<u>Contract / Revision</u> 963569 /		<u>Alt Order #</u>
<u>Product</u> Oct-Nov 2012		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> Kentucky Democratic Party		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLKY	<u>Account Executive</u> Local House WLKY	<u>Sales Office</u> Louisville
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 82.10
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLKY	10/31/12	10/31/12	Early Show 2	8a-9a		:15/:15				BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----				1	\$350.00	1.70			
N 2	WLKY	11/01/12	11/01/12	M-F 9-10a	9-10a		:15/:15				BK	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---				1	\$200.00	2.00			
N 3	WLKY	10/30/12	10/30/12	M-F 10a-11a	10a-11a		:15/:15				BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$250.00	2.00			
N 4	WLKY	10/31/12	10/31/12	M-F 11a-12p	11a-12p		:15/:15				BK	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----				1	\$550.00	4.00			
N 5	WLKY	10/31/12	11/02/12	M-F NewsChannel 32 Noon	12p-1p		:15/:15				BK	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--111--				3	\$350.00	4.60			
N 6	WLKY	11/01/12	11/01/12	M-Su NewsChannel 32 11p-1135p	11p-1135p		:15/:15				BK	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---				1	\$900.00	7.80			
N 7	WLKY	11/03/12	11/03/12	CBS Sat Morning News	8a-10a		:15/:15				BK	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$375.00	2.80			
N 8	WLKY	10/30/12	10/30/12	M-F NewsChannel 32 6p-630p	6p-630p		:15/:15				BK	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$750.00	6.80			
N 9	WLKY	11/06/12	11/06/12	NewsChannel 32 5a-530a	5a-530a		:15/:15				BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-1-----				1	\$300.00	3.40			
N 10	WLKY	11/05/12	11/05/12	Early Show 1	7a-8a		:15/:15				BK	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$375.00	2.50			
N 11	WLKY	11/05/12	11/05/12	M-F 10a-11a	10a-11a		:15/:15				BK	1	\$250.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WLKY-TV**  
**1918 Mellwood Ave.**  
**Louisville, KY 40206**  
**(502)893-3671**

www.wlky.com

Contract / Revision	Alt Order #
963569 /	

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	Oct-Nov 2012	

Advertiser	Original Date / Revision
Kentucky Democratic Par	10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$250.00	2.00			
N 12	WLKY	11/05/12	11/05/12	M-F NewsChannel 32 Noon	12p-1p		:15/:15				BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$350.00	4.60			
N 13	WLKY	11/05/12	11/05/12	M-F NewsChannel 32 6p-630	6p-630p		:15/:15				BK	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$750.00	6.80			
N 14	WLKY	11/05/12	11/05/12	M-Su NewsChannel 32 11p-1135p	11p-1135p		:15/:15				BK	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$900.00	7.80			
N 15	WLKY	10/30/12	10/30/12	NewsChannel 32 5a-530a	5a-530a		:15/:15				BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$300.00	3.40			
N 16	WLKY	10/31/12	10/31/12	NewsChannel 32 530a-6a	530a-6a		:15/:15				BK	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----				1	\$400.00	3.50			
N 17	WLKY	11/02/12	11/02/12	Early Show 1	7a-8a		:15/:15				BK	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--				1	\$375.00	2.50			
N 18	WLKY	11/04/12	11/04/12	NewsChannel 32 Su 7a-8a	7a-8a		:15/:15				BK	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1				1	\$375.00	4.70			
Totals										82.10		20	\$8,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/06/12	20	\$8,800.00	\$7,480.00
<b>Totals</b>	<b>20</b>	<b>\$8,800.00</b>	<b>\$7,480.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**

WLKY 32 Louisville, KY

**Date:**

10/15/12

I, Paula Brown,

being/on behalf of: Kentucky Democratic Party, a legally

qualified candidate of the \_\_\_\_\_ political

party for the office of: \_\_\_\_\_

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Attached Schedule 10/30 - 11/6/12				

**Total Charges:** \$8,800

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Kentucky Democratic Party

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Freddie Higdon


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/15/12

Date



Signature

***To Be Signed By Station Representative***



Accepted



Accepted in Part



Rejected



Signature

Greg Baird

Printed Name

GSM

Title